



**Hours of  
Reality**

**LET'S GET REAL**

For years, we've heard scientists sound the alarm on climate. For years, we've watched as extreme weather affects more and more of us. And for years, we've watched world leaders politely nod their heads – and fail to act.

## **THIS YEAR IS DIFFERENT.**

On October 29, raise your voice by recording and posting a short video stating why we need real climate action NOW with the hashtag **#LetsGetReal**. We're building a chorus of voices from all around the world demanding real change – and your followers are much more likely to join us when you speak from the heart about this issue.

## **TIPS FOR RECORDING AND POSTING YOUR VIDEO:**



### **LENGTH**

Keep it short! Thirty (30) seconds is great. One (1) minute should be the maximum.



### **OUTLINE TO FOLLOW**

**I am [name] and I live in [city & state /region & country].**

Then, in a few sentences, a description of one or two of the following:

- **How the climate crisis is affecting your community or nation or family**
- **What urgently needs to be addressed about the climate crisis**
- **What is at stake if we don't take real action now**

Conclude by urging your leader to take real action on climate.



### **WHAT TO SAY**

We'd love a brief introduction of who you are and why you believe climate action is urgent, and most importantly, we want to hear you demand that world leaders finally get real on climate action.

Remember that you are not expected to be expert in policy or science for this. We want these videos to be personal and relatable – a true reflection on how the climate crisis is affecting you and the things you care about.



## EXAMPLE

“Hello, I am Arturo Lopez and I live in Mexico City.

Climate change has depleted our aquifers to the point where we can't even count on drinking water coming from the faucet. In poorer neighborhoods, people rely on water trucks to come or even have to walk and carry jugs back by hand.

The world's leaders – particularly in wealthy nations – must take responsibility and real action to reduce emissions now!

It's time to get real.”

## TIPS ON SHOOTING YOUR VIDEO:



### WHEN USING A SMARTPHONE OR TABLET

Shoot with your camera vertical so it will work well for social media. Hold or place your device so it is steady. The closer you are to the device, the less shaky the video will appear, and your audio will be better too. You can ask a friend to record you or use your selfie skills!



### YOU'LL NEED A GOOD BACKGROUND

Shoot outside facing the sun so that the light brightens up your shot and isn't behind you. If you shoot inside, choose a well-lit room with lots of natural sunlight or lighting. Make sure the background isn't too cluttered.



### AVOID NOISE

Find a quiet place to record – aim for no background noise. Choose a quiet room and shut down all programs and devices that make sounds. Don't forget about pets or children that could cause an interruption. Speak directly into the microphone if possible and stand as close to it as you can to get the best audio. If you are outside and a truck, airplane, or machinery comes by while recording, consider recording again.



### ONCE YOU'RE READY, JUST HIT RECORD!

## YOU'VE RECORDED YOUR VIDEO, NOW WHAT?

On October 29, post it wherever you hang out – Instagram, Facebook, Twitter, TikTok – and be sure to use the hashtag **#LetsGetReal** so we can show strength in numbers and make our voices heard.